



NKDEP

National Kidney Disease
Education Program

Primary Care Providers Meeting

July 1, 2002
9:00 am - 2:30 pm

Agenda

Building an Awareness and Action Campaign

Co-Chairs: Andrew Levey and Thomas Hostetter

Objectives

- Update meeting participants on the guidelines for treating CKD
- Provide background on NKDEP target audience research and current program activities
- Obtain advice from meeting participants on NKDEP campaign to reach PCPs

9:00	Welcome & Introduction Purpose of Meeting	<i>Thomas Hostetter</i>
9:15	Current Goals Existing Guidelines Pertaining to CKD	<i>Thomas Hostetter</i>
9:45	K/DOQI Guidelines Hypertension K/DOQI	<i>Andrew Levey</i>
10:15	Break	
10:30	What Works for PCPs and What Doesn't	<i>Cynda Johnson</i>
11:00	Formative Research on PCPs and At-Risk Patient Populations	<i>Charlene Melcher</i>
11:30	Status of Campaign at Pilot Sites	<i>Mimi Lising</i>
11:45	PDA Technology and Other Venues to Reach PCPs (Conference Call)	<i>Mark Rosenberg</i>
12:15	Lunch	

1:00

Discussion

Thomas Hostetter

- Messages
- Products
- Media
- Venues
- Role of Nephrologists
- Role of Industry

1) What channels/venues are effective in reaching pcp's (e.g., journals, grand rounds, professional societies, industry-sponsored events)?

Who are the influential leaders for this audience?

2) What products would PCP's find useful?
Are these products readily available?

Do we need to create our own?

3) What is the feasibility and effectiveness of reaching newly established PCP's and students (e.g., curricula, board certification)?

4) What role can nephrologists play in reaching PCP's?

5) What are the effective strategies that industry uses to reach PCP's?
What role can NKDEP play in collaboration with industry?

See Attached Messages

6) Are these messages on target? How could they be improved?

7) What are some ways to convince PCP's that our message warrants use of their time?

2:15

Next Steps

*Thomas Hostetter
& Andrew Levey*

2:30

Adjourn